

#Diversityinplasticsurgery: Analysis of Representation of Ethnic and Gender Diversity on Plastic Surgery Residency Instagram Accounts

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BACKGROUND

Increasing diversity in healthcare is an imperative component of improving health disparities and satisfaction in minority patients. The field of plastic surgery has been working to improve diversity through various awareness efforts, including social media movements like Diversify PRS and #Ilooklikeasurgeon. Since residency programs' social media platforms serve as a public symbol of the programs' values, we sought to analyze their Instagram posts for content highlighting ethnic and gender diversity.

METHODS

A list of integrated plastic surgery residency programs was generated using the American Council of Academic Plastic Surgeons (ACAPS) website. The programs' associated Instagram accounts were found using the search feature on Instagram and Google. All posts' images and captions were reviewed between 11/15/20 and 11/22/20 by authors for content regarding ethnic and gender diversity. Relevant posts were then characterized as "Implicit" or "Explicit". Explicit posts included those with a purposeful statement about ethnic or gender diversity. Implicit posts for the ethnic diversity analysis included those with hashtags about ethnic diversity or mentioned a surgeon's ethnic background in the post. Implicit posts for the gender diversity analysis included posts listing hashtags celebrating gender diversity, images showing an all-women team, or captions specifically highlighting women plastic surgeons.

RESULTS

76 of 82 (92.68%) programs were included in our analysis. Out of the 7897 Instagram posts that were reviewed, 137 (1.73%) explicitly or implicitly featured ethnic diversity. 78 of the posts (56.93%) were categorized as explicit and 59 (43.07%) were categorized as implicit. The most common categories for the posts were "Diversity-referencing and social movement" (74.4%) and "Education/ curricular" (74.6%). Out of all hashtags used, the most utilized were #diversifyprs

(18.56%) and #diversity (16.49%). When examining gender diversity, 1170 (14.82%) explicitly or implicitly featured women. Of these, 144 (12.31%) were categorized as explicit, while 1026 (87.69%) were categorized as implicit. The most common categories for the posts were “Holiday- based” (27.1%) and “Education/ curricular”(42.0%). Out of all hashtags used, the most utilized were #ilooklikeasurgeon (32.57%) and #womeninsurgery (18.32%). Notably, when comparing number of posts displaying gender diversity versus ethnic diversity, on average, programs had more posts displaying the former (15.39 vs 1.80, $t_{75}=7.34$, $p<0.001$) both explicitly (1.89 vs 1.03, $t_{75}=2.73$, $p=0.008$) and implicitly (13.5 vs 0.78, $t_{75}=7.62$, $p<0.001$). When programs were analyzed geographically, the South had the greatest percentage of posts displaying ethnic diversity (2.90%, $p<0.001$), while the West had the greatest percentage of posts displaying gender diversity (16.77%, $p<0.001$).

CONCLUSION

The recent initiatives to promote gender and ethnic diversity within plastic surgery are poorly translated in terms of representation of diversity on plastic surgery residency Instagram accounts. There is a significantly better representation of gender diversity than ethnic diversity. There are significant regional differences in representation of diversity.